



News Release

WEST VIRGINIA DISTRICT

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Contact: Nikki Bowmar (304) 623-7445 | nikki.bowmar@sba.gov

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SBA Encourages You to Shop Small on Small Business Saturday[®] AND All Year Long

BRIDGEPORT, WEST VIRGINIA — Small Business Saturday[®], strategically nestled between Black Friday and Cyber Monday, has become an annual time set aside to promote and recognize the importance of “shopping with small businesses”.

The U.S. Small Business Administration takes this opportunity to remind consumers to not only shop small business on Small Business Saturday[®] but all year long – especially around the holidays. It is a great reminder to consumers to support those who support our community.

Shopping small packs a big punch to the U.S. economy. An estimated 88 million consumers shop small on Small Business Saturday[®]. 77 percent of consumers said Small Business Saturday[®] inspires them to “Shop Small” through the year and not just for the holidays. In addition, 66 percent of consumers state the main reason they support small businesses is because of their contributions to the community.

Small businesses create two of every three new net private-sector jobs in the United States and in West Virginia small businesses make up nearly 96 percent of all employers in the state. They spur economic development in communities across our country and are giving millions of families and individuals the opportunity to achieve the American dream. When we shop small, we’re contributing to and supporting our unique local small businesses, and elevating their potential.

When you shop small you are turning the dollar in your own community, because those small businesses turn right back around, and sponsor little league teams, donate raffle items, and above all, they provide pay checks that employ our community.

We have more information on Small Business Saturday[®] on our website at www.sba.gov. If you are out shopping on Small Business Saturday[®] show your support on social media with #SmallBizSat.

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All SBA programs and services are extended to the public on a nondiscriminatory basis. Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.